

Member ROI Equals Retention



YES
YOU CAN DO
Better!

Ed Rigsbee, CSP

- ✓ **Could your Association do better in yearly Member Retention?**
- ✓ **Has your Association Board & Staff struggled with Showing ROI?**
- ✓ **Ed Rigsbee, CSP can help. His *Member Value Process*™ will determine for you, the yearly sustainable real-dollar value your Association delivers to its memberships.**

Your members are looking for a reasonable return on their membership time and dollar investment. Why not give it to them?

You do? Then why are you having member retention problems? It is because you are not telling your members the exact value you are currently delivering. Perception is reality. Today's associations must place in the minds of their members the perception: "Wow! I get all this for my membership dollars? I'd be crazy not to belong!"

And, the "all this" must be quantified. That is where Rigsbee's *Member Value Process*™ comes in. Invite Rigsbee to your next annual meeting and let him work his magic with your members. **The outcome** will be a real and believable dollar amount that your members receive for their investment in your association. A number that can be published in all your collateral marketing material and association news publications.

Sure, satisfied members selling colleagues is the best way to increase your membership, and they can do it faster and more effectively if you arm them with the necessary selling tools. Resulting from Rigsbee's *Member Value Process*™ session at your next convention, your members you will have the selling tools they need.

As an example, the membership of the National Association of Frame Builders determined that for their membership investment (dues & meeting attendance cost) of approximately \$2,000 their yearly sustainable real-dollar value is almost \$20,000—that is nearly a 10X ROI. At the National Air Duct Cleaners Association's annual meeting, their membership determined that for their annual investment of \$3,000 their yearly sustainable real-dollar value is just over \$50,000—that's massive!

"Yes, You Can Do Better!"

Ed Rigsbee is a *Certified Speaking Professional*, the President at Rigsbee Research. He is the author of three books and over 1,000 articles on strategic alliance relationships. He has presented at PCMA National, Affordable Meetings National, MPI World Educational Congress, Annual Trends Summit for Meeting Planners, and for a number of Societies of Association Executives. Ed knows association issues!

